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California Polytechnic State University

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FOR IMMEDIATE RELEASE

Local Media Leaders Under the Spotlight at Cal Poly Forum

Six media managers whose publications and broadcast stations provide news coverage along the length and breadth of the Central Coast will take part in a free public forum at Cal Poly May 31.

The evening forum will be the seventh in a series of discussions presented by Cal Poly on subjects ranging from the national media to politics. It will be the first to concentrate on the whys, wherefores and policies of local print and broadcast media.

The event will begin at 7:30 p.m. in the Cal Poly Theatre. Much of the evening will be devoted to questions from the audience.

"How the news is reported affects a community," said forum director Herb Kamm. "The type and extent of coverage certainly influence citizens' attitudes, and that in turn can affect events themselves. So it's important for a community to understand how its local media work.

"We're fortunate here in San Luis Obispo County to have individuals in the media who understand and value the community," Kamm said. "This forum will give any interested citizen a chance to hear firsthand some of the factors that influence their reporting."

The panel will consist of George Brand, editor of Plus Magazine and former editor of what was then the Telegram-Tribune; David Colby, news director of KSBY-TV; Sandra Duerr, vice president and executive editor of the San Luis Obispo County Tribune; Hank Loeser, Central Coast vice president and manager of Clear Channel Radio; Edward Merrill, district general manager of Charter Communications; and Steve Moss, editor and co-publisher of New Times.

King Harris, veteran newscaster, will serve as moderator.
For more information, call Cal Poly Public Affairs at 756-1511.

- 30 -

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